

EMBLEM
1937
CATALOG

SONS OF THE
AMERICAN LEGION

EMBLEM DIVISION • THE AMERICAN LEGION • INDIANAPOLIS



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The American Legion

EMBLEM DIVISION

NATIONAL HEADQUARTERS

777 NORTH MERIDIAN STREET • INDIANAPOLIS, INDIANA

Here's the 1937

SAL Catalogue!

This 1937, exclusive Sons of the American Legion catalogue is distinguished by the unusually fine selection of quality merchandise, all of which is very specially and fairly priced.

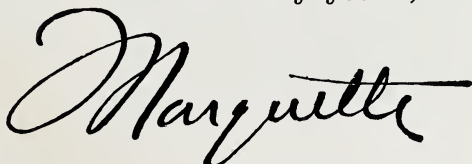
Now, for the first time, shirts - ties - a complete line of Past Officers' insignia - Officers' badges - and many other brand new, interesting and appropriate items are available. In addition, a special order department is maintained, which is at your service in designing and procuring any special merchandise which might not be included in this first catalogue.

The Emblem Division is required to operate on a strictly cash basis by a national convention resolution. No charge orders can be accepted. All orders, therefore, should be accompanied by remittance in full, with checks or money orders made payable to the Emblem Division, The American Legion.

Yours is a distinct privilege - that of being eligible to wear the Sons of the American Legion emblem. It is an honor and a distinction of which you can justly be proud.

We are at your service, and it will be a genuine pleasure to accord your order immediate and special attention.

Sincerely yours,



E. O. MARQUETTE,
Director, Emblem Sales.

SQUADRON COLORS



PRICES (F. O. B. New York City)

	Grade A	Grade B
U. S. Flag.....	\$15.00	\$15.00
Squadron Banner.....	35.00	27.50
Total.....	\$50.00	\$42.50



Note: Two weeks required for delivery.
Remittance must accompany order. No
C.O.D. shipments.

☆ Squadron colors are now available in two styles, single and double thickness material, at prices within the reach of every Squadron. Both types are made to the same rigid specifications, and are identical in every respect, with the exception that the Grade A flag is double thickness material, with the emblem and lettering reading correctly on both sides, while the Grade B is single thickness, with the emblem and lettering on both sides, but with the inscription reading reversely on the back side. The double emblem, however, reads correctly on both sides. The equipment, workmanship and general appearance of both flags are identical. All Squadron banners and U. S. flags are made of U. S. Government quality wool bunting.

SPECIFICATIONS

Size—All Squadron flags are 3 x 5 feet in size. **Color**—French blue.

Description—U. S. flags are made with sewed stars and sewed stripes. Grade A Squadron banners are made of double thickness material, with both the emblem and lettering reading correctly on both sides. Grade B banners are identical in every respect, excepting that they are single thickness material, with the emblem and lettering on both sides, but with the inscription reading reversely on the back side. The double emblem, however, is reproduced correctly on both sides.

Mounting—All flags and banners are trimmed on three sides with two-inch red, white and blue fringe, and the equipment includes a pair of red, white and blue silk cords and tassels. The eight foot polished oak pole is equipped with brass screw joint and surmounted with a special brass eagle.

Equipment—Each flag is equipped with a genuine leather carrying belt and a heavy oil cloth rain cover, which is interlined with heavy canvas.

SWEATERS AND JACKETS

☆ Soft, warm and luxurious, these exclusive and specially designed Sons of the American Legion jackets, sweaters and sweat shirts are exceptional values. Just the thing for personal use, and in addition, ideal equipment for Squadron drum and bugle corps, athletic teams, etc. Made to special order, of the finest materials available, each of these splendidly made garments is heavily reinforced to provide the maximum wear. Special reduced prices in quantities. Quotations upon request.



750-BZ—Cossack style zipper jacket. Made of twenty ounce light French blue all wool cloth, with genuine oak leather sleeves. Beautifully tailored with careful attention to details, this is one of the best fitting and most comfortable garments of its kind ever made. The four-inch Sons of the American Legion emblem is beautifully embroidered in full colors. Made in ages 8 to 18. In ordering, be sure to specify size.

Price, complete with emblem as illustrated.....**\$6.95**
One-week delivery



901-VB—All wool, slip-over sweater, made of pure worsted yarn. Shaker knit, full fashioned and heavily reinforced. Color—light French blue, trimmed in gold. The four-inch Sons of the American Legion emblem is beautifully embroidered in full colors. Made in all standard sizes, from 26 to 36 inclusive. In ordering, be sure to give chest measurement.

Price, complete with emblem as illustrated.....**\$4.95**
One-week delivery



LSS/P—Sweat shirt—cotton, fleece-lined. Available in three colors—white, gold and French blue. The Sons of the American Legion emblem is beautifully reproduced in a contrasting color by a special process which withstands repeated washing. Made in all standard sizes, from 26 to 36 inclusive. In ordering, be sure to give chest measurement.

Price—Single shirts.....**90c each**
Per dozen**\$9.50**
One-week delivery



MEMBERSHIP INSIGNIA

☆ The official Sons of the American Legion insignia is heavily gold-plated and beautifully enameled in light French blue. It is made in two styles, button and brooch type, the latter being specially recommended for the smaller boys.

Each local Squadron should carry at all times, a limited stock of membership pins and buttons.

PRICE 25c each

10-K GOLD MEMBERSHIP INSIGNIA

In response to a demand for a better quality membership insignia for presentation, prizes, etc., both the membership button and pin are to be had in 10-K gold.

PRICES

10-K gold membership button.....	\$2.25
10-K gold membership pin.....	2.75



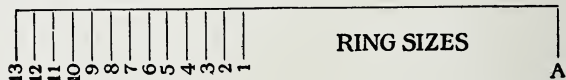
MEMBERSHIP RINGS

☆ Here are two unusually attractive, yet moderately priced membership rings in sterling (solid) silver.

Style No. 1 has a smooth, plain finish shank, with a 10-karat solid gold emblem, which makes a very striking combination. **PRICE \$1.75.**

Style No. 2, a more elaborate ring, has the torch design shank. The insignia is 10-karat solid gold, and is beautifully enameled in light French blue. **PRICE \$2.00.**

In ordering please consult the ring gauge below, and stipulate correct size required.



Standard Ring Gauge—Cut a slip of paper that will just fit snugly around the second joint of the finger on which you wish to wear your ring. Lay this slip with one end at A on the standard ring gauge shown here and the other end will indicate the correct size. (Remember we can furnish half sizes.) As an added precaution pin the slip to your order.



BELT AND BUCKLE SETS

☆ Here is a specially designed Sons of the American Legion belt and buckle set, which is truly an outstanding value. The non-tarnishing, chromium finish, hammered buckle carries a separately applied gold-plated Sons of the American Legion emblem, beautifully enameled in colors, and your initial on the special panel as shown in the illustration. The belt is genuine cowhide leather, beautifully grained, and can be supplied in black or tan. In ordering, be sure to specify belt size, color, and the initial desired.

PRICE \$1.00 complete set,
as illustrated, attractively boxed.

KNIVES

☆ This substantial, well-made four bladed knife is one which any boy would thoroughly enjoy owning. Knife blade, can-opener, screw driver, file and bottle opener, all in one. The transparent handle sets off to splendid advantage the golden knife shell, which carries the Sons of the American Legion emblem in colors.

PRICE, \$1.25 complete as illustrated.



CAPS

☆ This latest Squadron cap is beautifully tailored from special French blue uniform cloth of an improved quality. Attractively trimmed with red, white and blue piping. The official insignia, which is applied on the left side of the cap, is beautifully embroidered in colors. **There is no special inscription or individual lettering on Squadron caps.** It will be noted that a flat price schedule prevails this year. The slight increase in price was necessary because of the marked improvement in the quality of the material. This new flat price schedule will materially simplify re-orders, which can be placed in any quantity from one upwards, at the original purchase price.

Squadron caps are made in regulation head-sizes— $6\frac{1}{2}$, $6\frac{3}{4}$, $6\frac{7}{8}$, etc.—it is necessary that each order be accompanied by a complete schedule of sizes.



PRICE—Cap, complete with emblem, as illustrated (any quantity) **90c each.**



HELMETS

☆ Here is the very latest thing in Squadron equipment—a light French blue enameled steel helmet, with a three-inch S A L emblem in full colors. Carefully finished inside and out, each helmet is equipped with a felt top lining, and a substantial white chin elastic. Just the thing for Squadron bands, drum and bugle corps, etc.

PRICES

Single sample helmets. 50c each, postpaid
Lots of 12 or more 35c each, postpaid

SHIRTS

☆ Made of the finest material, these smart, durable and perfectly styled SAL shirts are available in two colors—light French blue (guaranteed fast color) and solid white. A two-inch emblem, beautifully embroidered in colors, is applied to the left sleeve. Made in a complete range of sizes. The junior ages are 6 to 14 inclusive, and the boys' shirts in sizes from 12 neck to 14½ neck, inclusive.

PRICES

Style SL-1w—White broadcloth shirt, complete with emblem as illustrated (without tie) **\$1.00 each**

Style SL-2b—Light blue broadcloth (guaranteed fast color) complete with emblem as illustrated (without tie).....**\$1.10 each**

Be sure to specify size when ordering.



TIES

☆ High-grade silk ties, full lined, to give maximum wear and service, are available with an embroidered Sons of the American Legion insignia. They are to be had in two colors, light French blue and gold.

PRICE

Style SB—Tie, blue or gold, complete with 2" emblem.....**\$0.60 each**

In ordering, be sure to specify color.

TROUSERS (Uniform)

☆ Beautifully tailored from the same special French blue woolen uniform cloth from which the SAL cap is made, these attractive uniform slacks or trousers afford an ideal and economical solution to your Squadron's uniform problem. The red, white and blue stripe on the trouser leg adds a distinctive touch of color.

They are made in two distinct size ranges—junior sizes for the smaller boys and youths' sizes for the larger ones.

PRICES

Junior, small sizes, ages 4-12.....**\$4.50 each**

Youths, larger sizes, special waist, seat and inside leg measurements.....**\$5.50 each**



In ordering, be sure to give waist, seat and inseam (inside leg) measurements. Ten-day delivery.



FIVE STAR AWARD

☆ Here is the official Five Star Award of the Sons of the American Legion. The basis of award and the complete Five Point program of Service, is set forth in detail in the official Squadron Handbook.

The five individual stars, which are to be worn on the official Squadron cap, as well as the official medal, are heavily gold-plated, and beautifully enameled in colors.

Moderately priced, the complete award is within the means of every Squadron.

Five star awards are not sold direct. These must be ordered direct from your American Legion Department Headquarters.

PRICES

Single stars (cap buttons) 25c each
 Complete set five stars (cap buttons) \$1.00
 Medal, complete with presentation case85



Cap Button No. 1



Cap Button No. 2



Cap Button No. 3



Cap Button No. 4



Cap Button No. 5

OFFICERS' BADGES

☆ A complete line of Squadron Officers' ceremonial badges is now available. Beautifully finished in satin bronze, these new officers' badges will add materially to the impressiveness of your Squadron activities. Available for the following offices:

Captain	Finance Officer
First Lieutenant	Sergeant-at-Arms
Second Lieutenant	Chaplain
Adjutant	Historian

Note: For Past Officers' badges, see page 9.

PRICE 60c each





PAST OFFICERS' INSIGNIA

☆ This brand new selection of Past Officers' insignia affords a great variety of choice, both in the matter of design and price. Any one of these attractive insignia will enable your Squadron to adequately express its appreciation for service rendered, to its retiring officers. Although only Past Captain insignia is shown, this complete line of Past Officers' insignia is available for the following Past Squadron Officers: **Past Captain, Past First Lieutenant, Past Second Lieutenant, Past Adjutant, Past Finance Officer, Past Sergeant-at-Arms, Past Historian, Past Chaplain.**

PRICES

Button or Pin—A most appropriate presentation, designed after the Legion Past Officers' button. Available in two qualities, at a price range within the reach of every Squadron.

	Button type	Pin type
Gold-filled.....	\$1.10	\$1.25
10-K gold.....	3.75	4.25

Pocket Watch—M-574—12 size, 7 jewel Elgin movement, Veritas (white metal) case, embossed dial. Past Officers' emblem in colors. Packed in attractive presentation case. **\$17.50**

Note: Engraving 5c extra per letter (not word) or numeral.

Badge—This attractive Past Officers' badge, made in satin finish bronze, will be the choice of many Squadrons. Moderately priced, it is particularly recommended where only limited appropriations are available.....**.60c each**

Wrist Watch—No. 519—3/0 size, 7 jewel Waltham movement, non-tarnishing white metal case, with Past Officers' emblem in colors. Practical and lasting. This attractive Past Officers' wrist watch makes a most acceptable presentation. Packed in attractive presentation case. **\$12.95**

MINIATURE SQUADRON COLORS

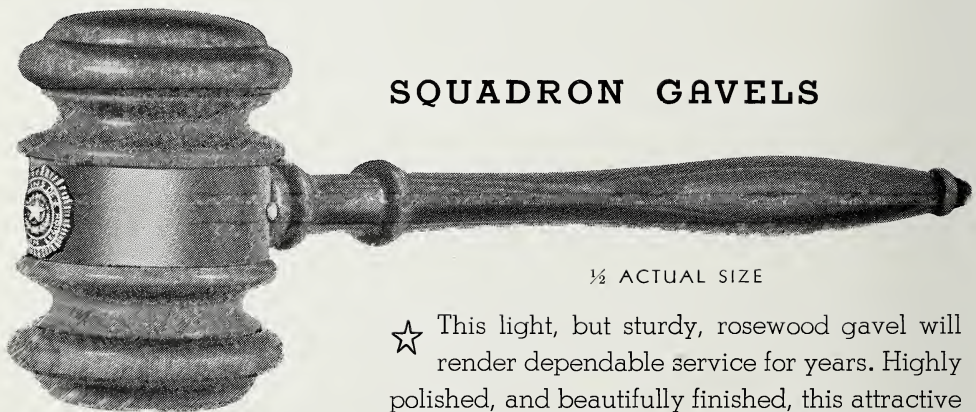
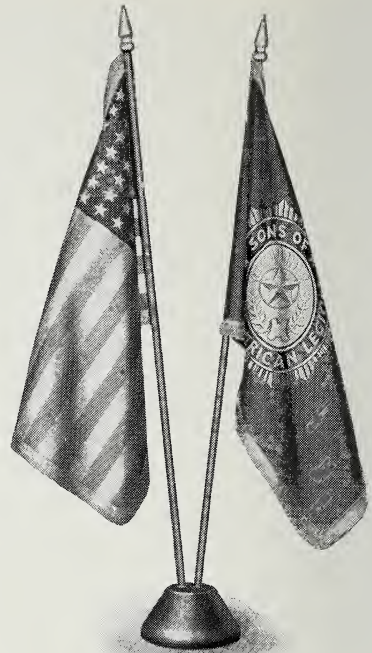
☆ Sons of the American Legion Squadron colors in miniature form, are now available. Each set consists of an 8 x 12-inch printed silk U. S. and Squadron flag (unlettered), fringed on three sides and mounted on eighteen-inch ebonized staffs with gilded spear-heads. A specially designed holder is included.

These miniature Squadron colors make ideal prizes, presentations, etc.

PRICES

Complete stand colors	\$1.25 per set
U. S. flag only40 each
Squadron flag only80 each
Holder only25 each

Note: Special prices on quantities of fifty or more sets.



SQUADRON GAVELS

½ ACTUAL SIZE

☆ This light, but sturdy, rosewood gavel will render dependable service for years. Highly polished, and beautifully finished, this attractive gavel is ideal for the use of Squadrons. Each is furnished complete with a gold-plated band, bearing an official Sons of the American Legion insignia, beautifully enameled in colors.

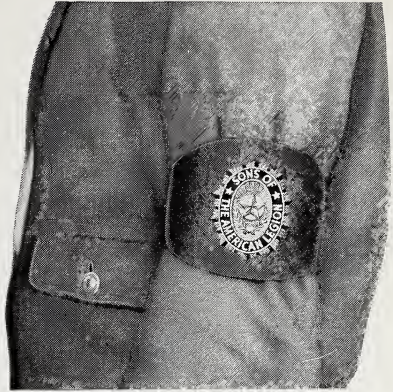
Note: Engraving 5c extra per letter (not word) or numeral.

PRICE—Genuine rosewood gavel, complete with gold-plated band and emblem. \$2.75

ARM BANDS

☆ On certain occasions, nothing quite takes the place of arm bands. They are particularly recommended for parades and public turnouts, where a more or less uniform appearance is desired, at a minimum of expense. Made of high-grade, light blue felt, with the emblem reproduced in oil colors, Sons of the American Legion arm bands are equipped with convenient, elastic fasteners which hold them securely in place.

PRICE 25c each, \$2.50 per dozen



PENNANTS

☆ These distinctive Sons of the American Legion pennants are made of high-grade, light blue felt, with the lettering and emblem beautifully reproduced in oil colors. A distinctive decoration, yet equally effective for marching purposes, parades, etc. Made in two sizes, both very moderately priced.

PRICES

Size 9" x 24", \$0.35 each \$3.50 per dozen
Size 12" x 30", .50 each \$5.00 per dozen

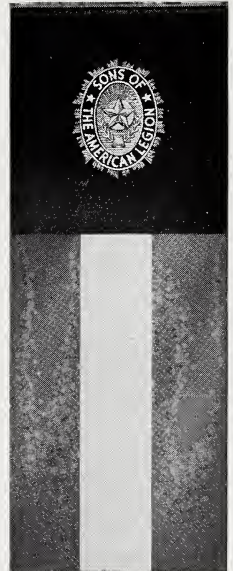
DECORATIONS

☆ These attractive decorations are made of extra heavy, bright, fast color red, white and blue cotton bunting, with the emblem beautifully reproduced in colors. Designed especially for indoor use, they make splendid decorations for your Headquarters, banquet halls, dances, parties, etc. The colors are guaranteed fast, and can, if desired, be used for outdoor decorating. **One-week delivery.**



Panel Drape No. 40S

Size 2 ft. x 6 ft., \$1.75
Size 3 ft. x 9 ft., \$2.75



Bannerette No. 20S

Size 2 ft. wide x 6 ft., \$1.25
Size 3 ft. wide x 9 ft., \$2.00

UNIFORM BUTTONS



Coat Size



Sleeve Size

PRICES	Grade A	Grade B
Coat size	\$1.50 per doz.	\$0.85 per doz.
Sleeve size	1.25 per doz.	.75 per doz.

Note: 10 percent discount in lots of 12 or more.

☆ Uniform buttons (not membership buttons), specially designed for use on special Squadron uniforms, are made in two sizes, and two qualities. Illustrations at left show both buttons in actual sizes. Grade A buttons are heavily gold-plated and furnished with hard (glass) enamel. Grade B buttons have a lighter gold-plating, and are furnished with soft (paint) enamel. Uniform buttons cannot be worn as membership insignia. **See page 4 for official membership buttons and pins.**

EMBROIDERED EMBLEMS

☆ Embroidered emblems, accurately reproducing the Sons of the American Legion emblem in full colors, are available in two sizes.

The small size emblem is 2" high by 1½" wide, on an individual oval background of French blue uniform cloth.

The large size emblem is 4" high by 3" wide, and likewise is on French blue uniform cloth background.

PRICES

2" insignia	15c each
4" insignia	35c each

Note: 10 percent discount in lots of 12 or more.



PRINTING CUTS



½ INCH



1 INCH

☆ For the convenience of local squadrons in printing stationery, notices, etc., two sizes of one-color printing cuts or electrotypes have been provided, one-half-inch and one-inch. Larger sizes, including two-color cuts, priced upon application.

PRICE 35c each

EMBLEM TRANSFERS

☆ Sons of the American Legion decalcomania (transfers) are now available in three sizes. Each one beautifully reproduces the official Sons of the American Legion emblem in full colors. Minimum order 25c.

PRICES:	1¼ inch	2½c each	3 inch	5c each	6 inch	10c each
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E-119



E-120



E-9384



E-129



E-127



E-128



E-10/3



E-10/4



E-10/5



E-10/6

*An Outstanding Group
of Small But*

Beautifully Styled

TROPHIES

☆ This distinguished group of heavily silver plated, gold lined trophies, is particularly adapted for Squadron award. Small in size, and moderately priced, each of these attractively styled trophies is an outstanding value. The price in each instance includes a bakelite base, and an applied Sons of the American Legion emblem, beautifully enameled in colors. No "extras," excepting engraved inscriptions, which can be furnished in plain block letters at an additional charge of 5 cents per letter or numeral. In ordering, be sure to specify the complete cup number and submit the inscription, if any, in typed or printed form. Two-week delivery.

PRICES

E-10/3—Prize cup, 4 $\frac{1}{8}$ " high. Silver plated, bright finish, gold lined complete with emblem and bakelite base. **\$3.25**

E-10/4—Prize cup, 5 $\frac{1}{2}$ " high. Silver plated, bright finish, gold lined, complete with emblem and bakelite base. **\$3.95**

E-10/5—Prize Cup, 6 $\frac{3}{4}$ " high. Silver plated, bright finish, gold lined, complete with emblem and bakelite base. **\$4.95**

E-10/6—Prize Cup, 8 $\frac{1}{8}$ " high. Silver plated, bright finish, gold lined, complete with emblem and bakelite base. **\$5.75**

E-119—Prize Cup, 5 $\frac{1}{2}$ " high. Silver plated, grey finish, gold lined, complete with emblem and bakelite base. **\$3.00**

E-120—Prize Cup, 5 $\frac{1}{8}$ " high. Silver plated, grey finish, gold lined, complete with emblem and bakelite base. **\$3.25**

E-127—Prize Cup, 4 $\frac{1}{2}$ " high. Silver plated, grey finish, gold lined, complete with emblem and bakelite base. **\$2.75**

E-128—Prize Cup, 4 $\frac{3}{8}$ " high. Silver plated, grey finish, gold lined, complete with emblem and bakelite base. **\$2.75**

E-129—Prize Cup, 6" high. Silver plated, grey finish, gold lined, complete with emblem and bakelite base. **\$4.25**

E-9384—Prize Cup, 7 $\frac{1}{2}$ " high. Silver plated, bright finish, gold lined, complete with emblem and bakelite base. **\$4.95**

Note: No C. O. D. shipments. Remittance in full must accompany order. Two-week delivery.

